



## **FROM FIELD TO BOTTLE AND BACK: MARTINI VERMOUTH INFUSED WITH SUSTAINABLY SOURCED BOTANICALS**

### ***MARTINI master herbalist goal is net-zero environmental impact***

Hamilton, Bermuda, October 22, 2014 – The signature, vibrant taste of the award-winning range of MARTINI vermouth originates from a rich blend of some of the world's finest botanicals. The portfolio includes blends from a mix of 40 different herbs, like red-rose buds from Morocco, orange peel from Spain and juniper that grows wild in the hills of Tuscany.

Ivano Tonutti, master herbalist for the more than 150-year-old iconic Italian brand, searches the world selecting from only the most sustainable sources of botanicals and herbs, grown by the most trusted farmers.

"It's very important that we have good relationships with the farmers. We rely on them to nurture and grow the natural ingredients that go into our vermouths season after season. Consumers expect the same refreshing taste each and every time they enjoy MARTINI," says Tonutti. "It's a personal relationship as much as a business arrangement for MARTINI. It's just the way we do business."

Maintaining quality control is an exacting process for the world's favorite vermouth. From field to bottle, the botanicals undergo physical, chemical and sensory inspections prior to the infusion process at MARTINI facilities around the world.

It is in that spirit of sustainability that MARTINI ensures no part of the botanical goes to waste. What is leftover from production is transformed into briquettes – amounting to 200 tons each year. This is used as stable bedding for cattle, and later turned into compost. "The botanical comes from the earth, and then goes back. The cycle of life is complete," explains Tonutti. "Our goal is to put back at least as much as we take out from the environment."

"Sustainability is very important for MARTINI. It's part of the culture, it's part of our passion – our gioia di vivere (joy of living) – in everything we do," adds Tonutti.

As part of the ongoing MARTINI commitment to protect the environment and reach a net-zero impact, the brand has had a more than 30 percent reduction in greenhouse gas emissions and cut its water use by nearly four percent at MARTINI facilities around the world in the past eight years.

MARTINI, as part of the Bacardi family of brands, maintains an enduring commitment to sustainability. Since 2006, when Bacardi began tracking its global impact on the environment, it has reduced nonrenewable energy use by nearly 27.7 percent and decreased its greenhouse gas emissions from production by nearly 28.5 percent. Building on current programs and efficiencies that reduce its environmental impacts, the Bacardi Limited "Good Spirited" sustainability program sets specific goals in three areas to help the Company reach its vision of a net zero impact:

- **Responsible Sourcing:** Bacardi strives to obtain all raw materials and packaging from sustainably sourced, renewable or recycled materials while maintaining or enhancing the economic status of growers and suppliers. By 2017, the goal is to obtain 40 percent of the sugarcane-derived products

used to make its rum from certified, sustainable sources – and 100 percent by 2022. This pledge from Bacardi is an industry first.

- **Global Packaging:** Bacardi commits to use eco-design to craft sustainability into its brand packaging and point-of-sale materials. By 2017, Bacardi plans to reduce the weight of its packaging by 10 percent and achieve 15 percent by 2022.
- **Operational Efficiencies:** Bacardi continues to focus on reducing water use and greenhouse gas (GHG) emissions with a 2017 goal to cut water use by 55 percent and GHG emissions by 50 percent. In addition, Bacardi aims to eliminate landfill waste at all of its production sites by 2022.

To learn more about Bacardi Limited and its “Good Spirited: Building a Sustainable Future” environmental initiative for sourcing, packaging and operational efficiencies across the entire Bacardi family of premium spirits and wine brands, visit <http://www.bacardilimited.com/good-spirited>.

### **About Bacardi Limited**

Bacardi Limited, the largest privately held spirits company in the world, produces and markets internationally-recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, the world’s best-selling and most-awarded rum, as well as the world’s most-awarded spirit; GREY GOOSE® vodka, the world’s leading super-premium vodka; DEWAR’S® Blended Scotch whisky, the world’s most-awarded blended Scotch; BOMBAY SAPPHIRE® gin, the top-valued and fastest-growing premium gin in the world; MARTINI® vermouth and sparkling wines, the world’s leading vermouths and the world’s favorite Italian sparkling wines; CAZADORES® 100% blue agave tequila, one of the most popular premium tequilas in Mexico and the United States; and other leading and emerging brands including WILLIAM LAWSON’S®, the fastest-growing global Scotch whisky brand; ERISTOFF® vodka, one of the fastest-growing vodka brands in the world; and ST-GERMAIN®, a super-premium elderflower liqueur.

Founded 152 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 29 facilities and sells in more than 160 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. [www.BacardiLimited.com](http://www.BacardiLimited.com)

### **About MARTINI**

One of the most iconic brands in the world, MARTINI® is the world’s leading producer of vermouth and Italian sparkling wine. The award-winning, vibrant and bittersweet taste of the MARTINI vermouth range is the result of secret blends of more than 40 botanicals sourced from the finest locations across the globe. The MARTINI portfolio includes MARTINI Bianco, MARTINI Rosato, MARTINI Rosso, MARTINI Extra Dry, MARTINI Asti, MARTINI Moscato d’Asti, MARTINI Prosecco, MARTINI Rose, MARTINI Brut and MARTINI Royale. [www.MARTINI.com](http://www.MARTINI.com)

Created in 1863 in Turin, Italy, the MARTINI® brand is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

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